

## CONTENT PERSONALIZATION BASED ON ACTIONS PERFORMED DURING A CURRENT BROWSING SESSION

### ABSTRACT OF THE DISCLOSURE

5           A system provides session-specific web page or web site recommendations to a user  
based upon an identification of web pages previously viewed by the user during a browsing  
session. During a sequence of proximately visited locations, users tend to view web pages with  
similar content. To collect data, a client program executes in conjunction with a web browser  
on each of multiple users' computers. Each client program identifies pages viewed by the user  
10       and transmits the sequence of identifications to a server application executing on a  
recommendation system. The recommendation system creates tables of similar web pages  
based upon the sequences of locations visited by users. To create session-specific web page  
recommendations, the system uses the client program to identify a set of locations visited by the  
user during the session. The system then identifies similar web pages based upon the created  
15       tables and combines, sorts, and filters the results.